

Community Programs – FY 2016

The Office of Highway Safety (OHSP) engages partners at the state and local levels. Local coalitions advance safety at the community level with a precision that statewide efforts cannot match, while larger campaigns provide tools that localities can employ to address their problems. This combination of top-level expertise with local experience is part of what makes traffic safety programs effective in Michigan.

Goals:

Increase observed seat belt use of front seat outboard occupants in passenger vehicles from 93.3 percent in 2014 to 98 percent by December 31, 2017.

Decrease fatalities and incapacitating injuries by 11.5 percent from 5,785 in 2014 to 5,116 by December 31, 2017.

Decrease the vehicle mileage fatality rate by 11 percent from .93 in 2014 to .83 by December 31, 2017.

Task 1: Education and Communication		\$589,000
Revision 10/22/2015		\$569,000
Revision 10/14/2015		\$559,000
Section 402 funds		\$410,000
Section 402 funds-Paid Media		\$110,000
	Revision 10/22/2015	\$100,000
Section 405(d)		\$49,000
Section 405(b)	Revision 10-14-2015	\$20,000

In-House Public Information and Education

Project Number	CP-16-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$145,000	402
Grant Amount, Funding Source	\$49,000	405(d)
Grant Amount, Funding Source	\$20,000 added 10/14/15	405(b)
Grant Start-up	October 1	
SHSP Strategy	Conduct effective communications and outreach activities. Support public information and education campaigns.	
Project Objective	<p>Publish up to six bimonthly e-newsletters by September 30, 2016.</p> <p>Issue up to 12 news releases by September 30, 2016.</p> <p>Conduct up to seven news events by September 30, 2016.</p>	

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OHSP is involved in a variety of public information campaigns and activities designed to promote traffic safety, seat belt use, and sober driving. As a result, a variety of public information needs arise throughout the year to support communication efforts, campaigns, and media activities. This can range from ordering additional public information materials, developing new materials to fill voids, replacing outdated items, or communicating information through newsletters and other means. OHSP also maintains and updates a traffic safety materials catalog to provide the most current traffic safety information to the public.

Funding will support materials for law enforcement training such as Standardized Field Sobriety Training (SFST), Advanced Roadside Impaired Driving Enforcement (ARIDE), and Drug Recognition Expert (DRE) training programs. Funding also allows OHSP to track its media efforts by the amount of news coverage.

Materials Storage and Distribution

Project Number	CP-16-04	
Benefit to Locals	No	
Grantee	Michigan State Police	
Grant Amount, Funding Source	\$180,000	402
Grant Start-up	October 1	
SHSP Strategy	Conduct effective communications and outreach activities. Support public information and education campaigns.	
Project Objective	Provide free traffic safety materials to law enforcement, schools, medical organizations, and the general public by September 30, 2016.	

Funding a storage and distribution center for materials allows OHSP to promote traffic safety and the compliance of traffic safety laws through the distribution of posters and brochures. Residents, organizations, and businesses are able to order materials as needed. This provides opportunities to enhance local education efforts. It also allows OHSP to support NHTSA-required seat belt and impaired driving enforcement campaigns such as *Click It or Ticket* and *Drive Sober or Get Pulled Over*. A majority of shipments are made to law enforcement and other traffic safety partners to help support these grant-funded enforcement efforts.

Funding will support the storage and distribution of materials to the public, law enforcement agencies, and other traffic safety organizations.

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Communications Strategic Counsel

Project Number	CP-16-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$25,000	402
Grant Start-up	October 1	
SHSP Strategy	Conduct effective communications and outreach activities. Support public information and education campaigns.	
Project Objective	Provide expertise related to new situations, opportunities, and challenges through September 30, 2016.	

At times there is a need to utilize OHSP's creative services and advertising contractor for strategic counsel on unanticipated issues. Without access to this resource, OHSP may not be able to adequately assess and react to new challenges, situations, and opportunities.

Funding will allow OHSP to access this service quickly and efficiently on a special need basis.

New Legislation Publicity

Project Number	CP-16-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$10,000	402
Grant Start-up	October 1	
SHSP Strategy	Publicize new laws pertaining to legislative changes.	
Project Objective	Update the public about new traffic safety laws as needed through September 30, 2016.	

The Michigan Legislature can adopt new traffic safety-related laws or make changes to existing statutes at any time.

Funding will allow OHSP to provide information about new laws or changes in current laws to the appropriate audience in a timely manner.

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Sports Marketing

Project Number	CP-16-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$10,000	402
Grant Start-up	October 1	
SHSP Strategy	Conduct effective communications and outreach activities. Support public information and education campaigns. Explore innovative countermeasures for impaired driving.	
Project Objective	Work with the Detroit Tigers to support impaired driving efforts by September 30, 2016.	

More than half of Detroit Tigers attendees are ages 25-54 with 55 percent of attendees being male. Detroit is one of 11 markets in the United States where baseball does well, making Detroit Tigers games the most-watched program on television all summer.

Through development of impaired driving traffic safety messaging specifically for Detroit Tigers baseball, OHSP will enhance its reach to the key target demographic.

Funding will support an impaired driving campaign through the use of sports marketing.

Winter Driving

Project Number	CP-16-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$110,000 \$100,000 10/22/2015	402-Paid Media
Grant Start-up	October 1	
SHSP Strategy	Conduct effective communications and outreach activities. Support public information and education campaigns.	
Project Objective	Promote the winter driving campaign by September 30, 2016.	

During winter, severe road conditions and limited visibility make driving in Michigan extremely hazardous. Motorists need to be reminded about safe winter driving behaviors in the weeks preceding and following the first snowfall of the season.

Funding will support a winter driving campaign.

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Operation Combined Accident Reduction Efforts (C.A.R.E.) Message Development

Project Number	CP-16-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$15,000	402
Grant Start-up	October 1	
SHSP Strategy	Conduct effective communications and outreach activities. Support public information and education campaigns.	
Project Objective	Develop public information materials by September 30, 2016.	

Operation C.A.R.E. began in 1977, through the efforts of the Michigan State Police (MSP) and Indiana State Police. The C.A.R.E. project was designed to reduce traffic crashes and injuries through public information, education, and strict consistent interstate enforcement. The first Operation C.A.R.E. kicked off on the Fourth of July weekend with a major press conference. It was such a huge success, the program immediately expanded to other state police agencies.

In 2014, three people lost their lives in fatal traffic crashes on Michigan roadways during the Thanksgiving holiday period. This was a 73 percent decrease from the previous year.

OHSP will fund an Operation C.A.R.E. Thanksgiving enforcement period to reduce fatalities and injuries during the heavily traveled holiday. All MSP posts will participate. The high visibility enforcement will focus on speeding, aggressive driving, seat belts, texting, and impaired driving.

Funding will support message development and deployment.

Distracted Driving Education Campaign

Project Number	CP-16-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$25,000	402
Grant Start-up	October 1	
SHSP Strategy	Conduct effective communications and outreach activities. Support public information and education campaigns.	
Project Objective	Develop and launch a public service education effort centered on distracted driving in Distracted Driving Awareness month by April 30, 2016.	

Distracted driving is any activity that could divert a person's attention away from the primary task of driving. All distractions endanger driver, passenger, and bystander safety.

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The traffic safety community has come to more fully recognize the role of distraction as it relates to crashes, injuries, and fatalities. While smart phones and in-vehicle technology are of special concern, all driver distractions can lead to crashes when motorists are not fully engaged in driving responsibly.

OHSP will develop an education program for the public on the dangers of distracted driving.

Funding will support the development and launch of the program.

Task 2: Program Management	\$95,000
Section 402 funds	\$95,000

Program Management

Project Number	CP-16-02	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$95,000	402
Grant Start-up	October 1	

Funding will provide for the shared costs of the Program Management team required to implement and manage the OHSP programs.

The detailed budget for the FY2016 grant follows:

FY2016 Program Management – Budget

- Salaries (\$1,141,922)
- Fringes (\$810,918)
- E-Grants (\$150,000)
- Supplies (\$25,000)
- Vehicle Operations (\$21,000)
- Team Travel (\$26,000)
- Staff Training (\$28,000)
- Membership Dues (\$2,000)
- Indirect Costs (\$304,643)
- Traffic Safety Committee Meeting Costs (\$4,000)
- Postage (\$2,000)
- Office Equipment Leasing (\$4,000)
- Non-OHSP Travel (\$5,000)
- Office Equipment (\$8,000)
- Orientation Meeting Costs (\$2,000)
- Support of Traffic Safety Summit (\$100,000)
- Audit Costs (\$35,000)